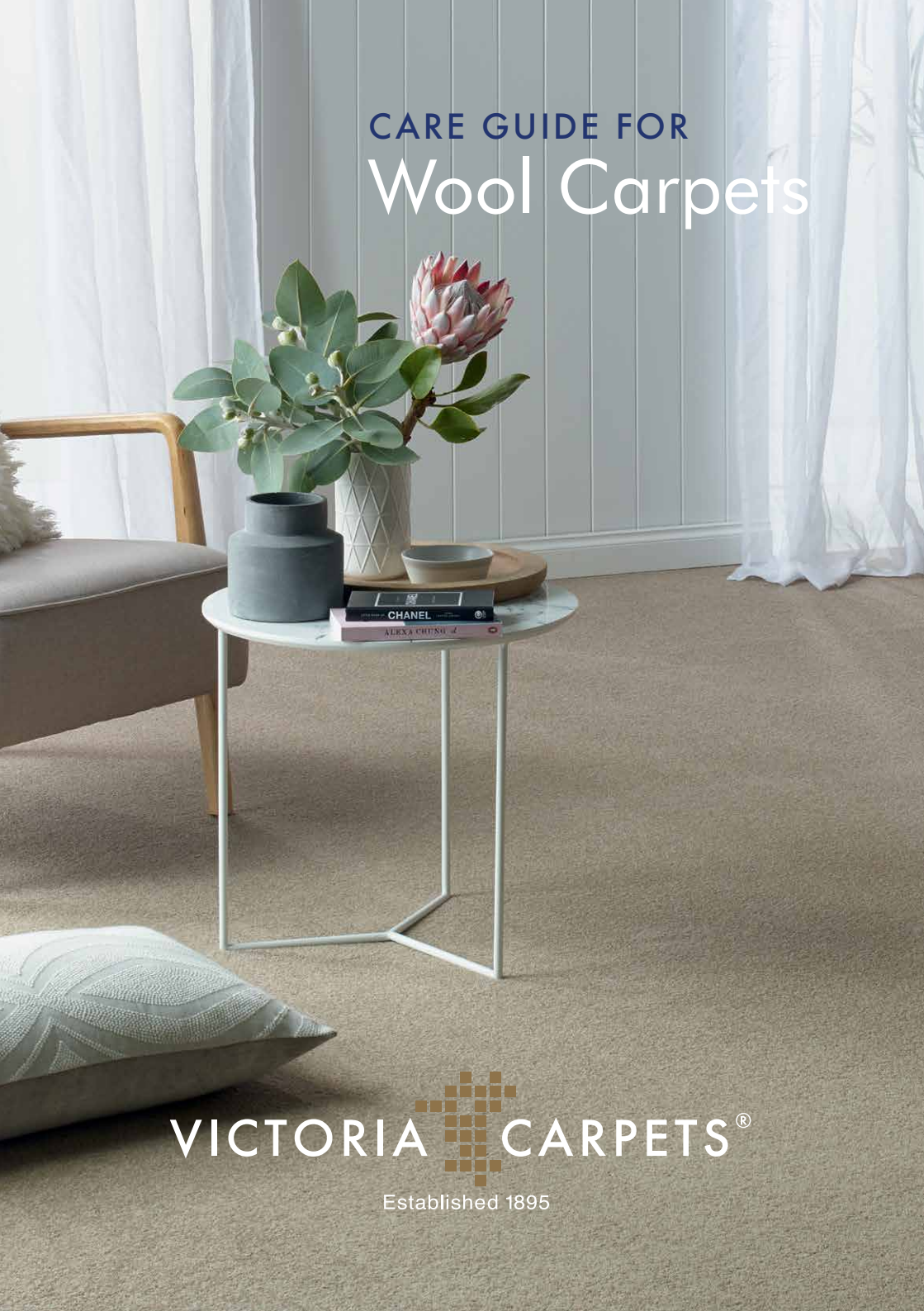
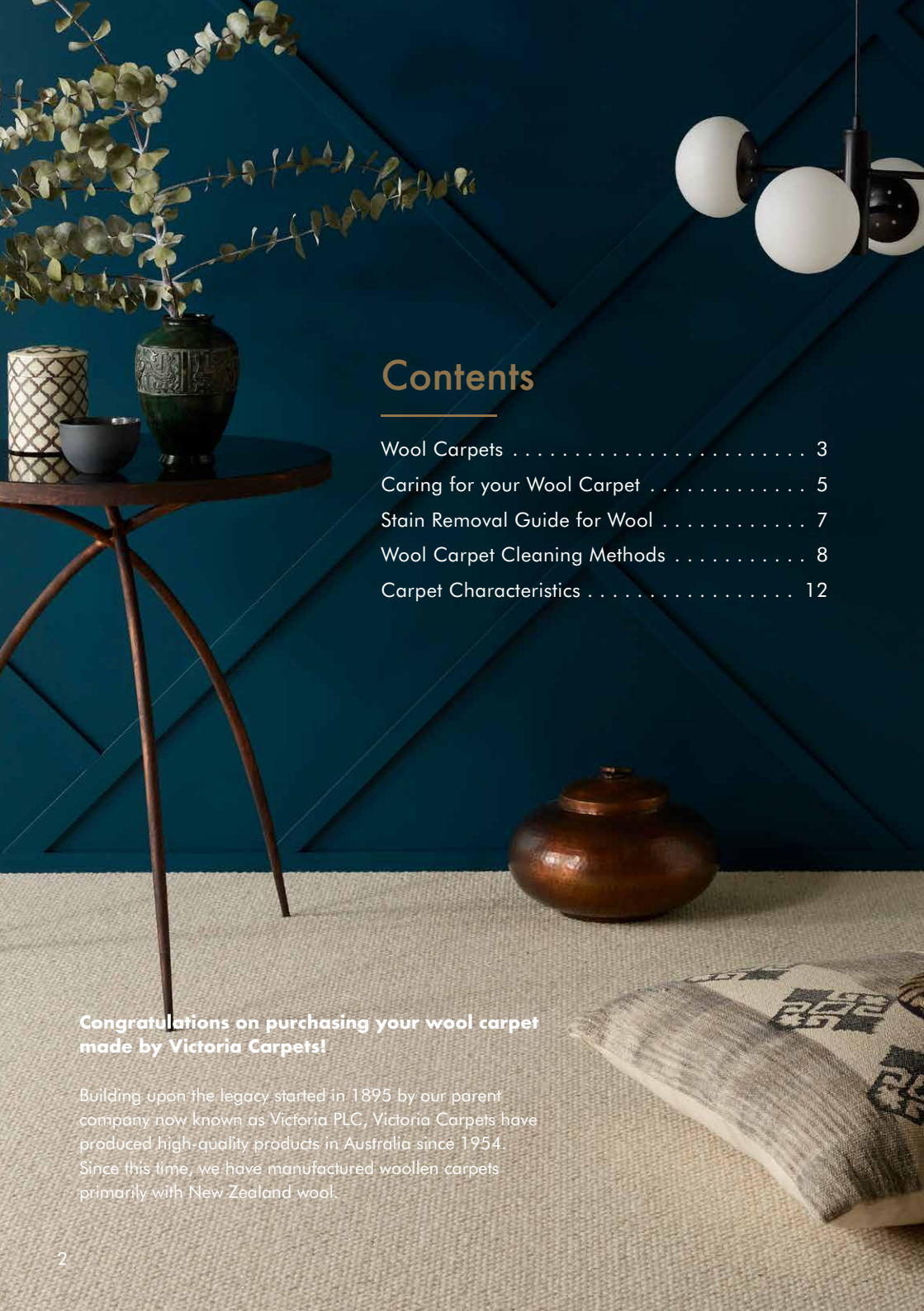


CARE GUIDE FOR

Wool Carpets

VICTORIA CARPETS®

Established 1895



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Congratulations on purchasing your wool carpet made by Victoria Carpets!

Building upon the legacy started in 1895 by our parent company now known as Victoria PLC, Victoria Carpets have produced high-quality products in Australia since 1954. Since this time, we have manufactured woollen carpets primarily with New Zealand wool.

Though Victoria Carpets has evolved and diversified its product portfolio in the past 2 decades, our wool ranges have always remained at the heart of the business. Made with the best NZ wool to achieve the highest possible quality, and locally crafted in Australia, Victoria Carpets will provide you with the floor of your dreams.

The combination of kiwi wool and expert craftmanship in Australia has resulted in the beautiful products we're known for. It is through these products that we honour our status as a local manufacturer in Australia and a supporter of the local businesses and communities in both Australia and Aotearoa.

Victoria Carpets is the best of both worlds, that makes up our unique and very special identity: the best (nothing less!) wool sourced from New Zealand, leading to consistently high-quality carpets made in Australia.

When you buy from Victoria Carpets, you can take comfort in knowing that we are an Australian manufacturer; we employ local people thereby supporting local communities, and that we stand behind our products, our people, and our community.

Wool is a very special fibre that has many benefits, for our own wellbeing and on the environment.

Features & Benefits

Natural Fibre

Wool is natural, renewable, and biodegradable. Wool regrows constantly and, when it completes its function, will biodegrade without creating any negative impact on the environment. Choosing a wool carpet for your home is a choice for the environment, providing you with a well sought-after connection with nature.

Provides Comfort

Wool has a natural cushioning feature which provides softness and comfort for your home. The acoustic properties also provide added comfort by reducing floor noise in your home by absorbing airborne noise and minimising the transmission of noise through floors into other rooms.

Wool is also a natural insulator. The crimp in wool fibre traps millions of air pockets which helps it to maintain a constant temperature. Wool carpet will help to keep your home warmer in winter and cooler in summer.

Allergen Inhibitor

The natural structure of wool fibre helps to inhibit the growth of common allergens. Wool carpet will also help to trap most allergens, keeping them from circulating in the air.

Durable

The natural crimp in the wool fibre gives it strength and resilience. A quality wool carpet will wear gracefully and maintain its appearance in your home for many years.

Easy to Clean

Wool is engineered by nature to be soil and stain resistant.

Caring For Your Carpet

Carpet is an investment in and of itself, and it will provide your home with many benefits for many years to come, as long as proper and regular maintenance is carried out. We highly recommend before vacuuming your newly installed carpet, that you vacuum an offcut piece of carpet to ensure your current vacuum cleaner will not agitate the fibres and cause unnecessary fuzziness.

Frequent vacuuming removes soil particles from the surface before they work their way below the pile surface. It is recommended to vacuum at least once a week, and more often for heavy traffic areas. We recommend the use of either upright vacuums or quality barrel vacuums with adjustable brush heads. Extra care must be taken in heavy traffic areas, including entrance areas.

Loop pile carpets

If you have a loop pile carpet, we recommend the use of a height adjustable type vacuum cleaner with 'suction only' capabilities. Turbo or power brush head attachments may reduce surface fuzziness or crimping – however, excessive use can lead to fuzzing and/or pilling. Power bar and rotating brushes should only be used on the lightest settings. Some vacuum cleaners available in the market can damage the yarn bundle and cause fuzziness across the carpet surface due to their coarse bristles.

Cut Pile and Cut & Loop carpets

You can use a height adjustable regular-suction, rotary turbo or power brush head for your cut pile or cut and loop carpet; however, excessive use of a rotating brush head may disturb the overall appearance of your carpet.

We recommend using a height adjustable regular-suction vacuum with a rotary turbo brush roller driven by airflow and, if the function is available on the vacuum, moving the brush roller to an OFF position for 'suction only' cleaning as also recommended for loop pile vacuuming. Only occasionally vacuum with your turbo or power brush head to avoid tuft-tip distortion and loss of pile appearance. Some vacuum cleaners that have coarse bristles have been known to be too aggressive and cause excessive removal of the wool fibres.

Please note that Victoria Carpets do not recommend the use of robot or stick vacuums for regular carpet maintenance with particular regard to wool carpets. They are very abrasive on the fibre and leave permanent marks on them.

If you are not sure about what type of vacuum cleaner should be used for the carpet you have chosen, please contact us at info@victoriacarpets.com.au. We will assist you on this promptly.

Periodic Maintenance

However meticulously both regular and interim maintenance are carried out, the time will come when the carpeting will require a thorough, deep, or restorative cleaning. Carpet should be steam-cleaned (hot water extraction) at a minimum of once every 12-18 months. Steam cleaning should be carried out by a reputable professional steam cleaner and in accordance with the Australian and New Zealand carpet cleaning and maintenance standard AS/NZS-3733.

Do-it-yourself steam cleaning, shampooing, dry cleaning, or steam mops are not recommended.

Additional steps to protect your carpet and keep it looking better for longer:

- Use furniture cups or felt pads under furniture.
- Place mats at exterior entrances to capture dirt, grit, and moisture from footwear.
- Place rugs/mats or carpet protectors in areas that receive a lot of traffic or regular pressure, i.e., in front of couches, beside beds, to protect against uneven wear (ensure you keep rugs/mats or carpet protectors clean and vacuum the carpet pile underneath).
- In areas subject to pro-longed exposure to direct sunlight, protect your carpet with curtains, blinds, shades, or awnings.

Carpet Stain Removal

Correct and regular maintenance will increase the life span of a carpet and help to maintain its good appearance. Cleaning should be proportional to the amount of soiling the carpet is subject to – the more dirt is deposited on the carpet, the more intensive the maintenance program required.

Spot Cleaning Procedures

Immediately remove as much of the spill as possible. To remove stains, it is generally best to use general carpet cleaning liquids designed specifically for spot cleaning. The recurrence of stains after spot cleaning is not uncommon for a concentrated spill, so repeat treatment if necessary.

Never rub or scrub the carpet as it may cause fuzzing or change the appearance of the carpet. Always work from the outside of the stain towards the middle to avoid further spreading.
It is recommended to pre-test any cleaning agents on a small, obscured area of your carpet to ensure they do not affect the appearance or colour of the carpet. It is most important to rinse the cleaned area thoroughly with water and blot dry after removing any spills. If the cleaned area is not sufficiently rinsed, a sticky detergent residue remains which attracts soiling. Spills should be attended to as they occur - the older the stain, the more difficult it is to remove.

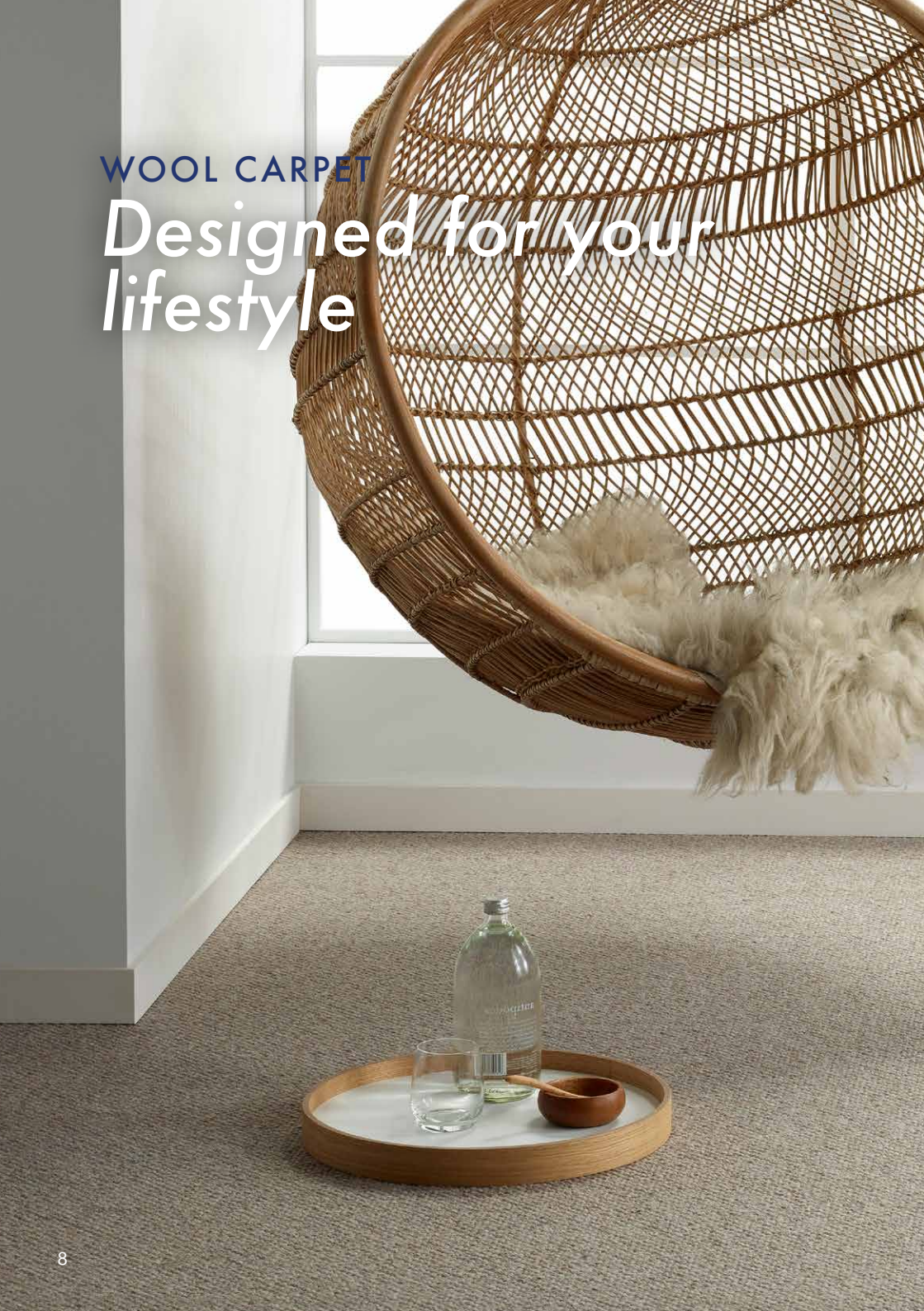
Dry Stains

Gently remove as much of the substance as possible using a small soft hand brush or spatula to break up any crusted material and then vacuum thoroughly.

Wet Stains

Blot with absorbent white cloth or paper towel, or use a spatula to remove any excess, then blot. For larger spills, a portable extraction unit or wet/dry vacuum, or professional cleaning is best.

If stains fail to respond to treatments, contact a professional carpet cleaner immediately!



WOOL CARPET

Designed for your lifestyle

VICTORIA CARPETS®
Established 1895

Cleaning Methods

Rinse the cleaned area thoroughly with clear cold water after each cleaning step and blot dry. If stains fail to respond to treatments, contact a professional carpet cleaner immediately.

Detergent
Use commercially available general carpet cleaning or spot removal detergent. Apply detergent sparingly to the stained area then blot to remove residue and rinse thoroughly with clear water. Blot dry.

Ammonia solution
Mix 1 tablespoon non-bleaching household ammonia with one cup of warm water. (Note: Do not mix with chlorine bleach.) Gently apply ammonia solution sparingly. Blot the stained area to remove the substance. Rinse thoroughly with clear water. Blot dry.

Vinegar solution
Mix one-part white vinegar and one-part water. Apply the white vinegar solution to the entire area that has been cleaned. Rinse thoroughly with clear water. Blot dry.

Alcohol
Clear alcohol; use as is. Apply only enough alcohol to dampen the stain. Blot dry. Repeat for as long as the stain continues to transfer.

Clear water
Rinse the cleaned area thoroughly with clear water and blot dry.

***Not all the stains listed herein are covered by our general warranties**
**** Excessive use of chemicals like bleach, can breakdown the backing of the carpet and is not covered under our general warranties**

Stain	Step 1	Step 2	Step 3
Alcoholic drinks, Beer	Cold water	Detergent solution	
Asphalt	Mineral turpentine or Methylated spirit	Dry cleaning solvent	
Berries	Detergent solution	Consult a professional carpet cleaner	
Bleach	Cold water	Consult a professional carpet cleaner	
Blood	Cold water	Detergent solution	
Butter	Dry cleaning solvent	Detergent solution	
Chalk	Detergent solution	Dry cleaning solvent	
Chewing Gum	Chill with ice cubes in a plastic bag	Dry cleaning solvent	
Chocolate	Dry cleaning solvent	Detergent solution	
Coffee	Cold water	Detergent solution	Vinegar solution
Cream	Detergent solution	Dry cleaning solvent	
Egg	Detergent solution	Consult a professional carpet cleaner	
Faeces	Detergent solution	Clear household disinfectant	Consult a professional carpet cleaner
Fruit Juice/Drinks	Cold water	Detergent solution	
Glue	Consult a professional carpet cleaner		
Gravy	Warm water	Detergent solution	
Grease	Dry cleaning solvent	Detergent solution	
Hair Dye	Consult a professional carpet cleaner		
Ice Cream	Detergent solution	Dry cleaning solvent	
Ink (ballpoint pen)	Surgical alcohol	Detergent solution	
Ink (Felt tip pen)	Dry cleaning solvent	Detergent solution	
Insecticides	Consult a professional carpet cleaner		
Lipstick	Dry cleaning solvent	Detergent solution	
Liquor	Cold water	Detergent solution	
Milk	Detergent solution	Dry cleaning solvent	
Mouthwash, Toothpaste	Detergent solution	Dry cleaning solvent	
Mustard	Detergent solution		
Nail Polish	Nail polish remover	Dry cleaning solvent	
Oil	Dry cleaning solvent	Detergent solution	
Ointment	Dry cleaning solvent	Detergent solution	
Paint (oil base)	Mineral turpentine or Methylated spirit	Dry cleaning solvent	
Paint (water base)	Cold water	Detergent solution	
Rust	Vinegar solution	Consult a professional carpet cleaner	
Salad Dressing	Detergent solution	Dry cleaning solvent	
Shoe Polish	Dry cleaning solvent	Detergent solution	
Soft Drinks	Cold water	Detergent solution	
Tea	Cold water	Detergent solution	Vinegar solution
Tomato Sauce	Warm water	Detergent solution	
Urine (fresh stain)	Cold water	Detergent solution	Clear household disinfectant
Urine (old)	Consult a professional carpet cleaner		
Vomit	Detergent solution	Clear household disinfectant	Vinegar solution
Water Colours	Cold water	Detergent solution	
Wine	Cold water	Detergent solution	Vinegar solution
Unknown substance	Dry cleaning solvent	Detergent solution	Consult a professional carpet cleaner

Carpet Characteristics

Appearance Retention
Carpets are a textile, and the appearance will change over time due to – but not limited to – foot traffic. The pile of the carpet will flatten or will mat, particularly in high foot traffic areas as well as under heavy furniture. This occurs in all tufted carpets and is not considered a manufacturing fault. Regular vacuuming and periodic professional cleaning will reduce the degree of flattening.

Tracking
Tracking is the visible footprints and indents in the carpet. Tracking is more pronounced in carpets that have a higher pile and/or softer yarn. This can be reduced by regular vacuuming.

Pile Reversal / Shading
Irregularly shaped lighter and darker patches appearing on cut pile carpets are known as shading, puddling, or watermarking. Areas of disturbed pile that reflect light in a contrasting way to the body of the carpet surrounding it are caused by permanent pile reversal shading. This phenomenon is permanent and cannot be removed by brushing or vacuuming. While it remains unclear why permanent pile reversal shading occurs, it is not perceived as a manufacturing fault or detrimental to the durability of the carpet. So far, it is an unexplained industry phenomenon.

Pattern Match / Bowing & Skewing
Slight variations between the length and width directions of loop piles are the result of stress and pressure differences during the manufacturing process. Consequently, the pattern running along the length of the carpet may not exactly match that running across its width. This is more likely to occur in large areas or situations where the carpet has been sourced from more than one production run. Special care needs to be taken during installation, but even then, some irregularities may be visible, especially when viewing across multiple width installations. An experienced installer who is familiar with pattern matching can usually minimise the effect of any pattern variations and achieve a visually acceptable result.

Shift Lines
Parallel lines appearing at regular intervals on the surface of loop pile carpets are known as shift lines. These are more evident on carpets with large designs or more elaborate patterns; however, they are not visually intrusive or considered a manufacturing defect.

Wrinkling/Rucking
This effect might occur after installation due to excessive humidity, inadequate underlay, not using the recommended installation procedures (especially power stretching), or even dragging heavy objects across the carpet. A professional installer can usually correct this issue by re-stretching the carpet.

Seam Peaking
Seams peaking is normal when joined carpet is stretched into place. Lighting conditions can accentuate a carpet seam and create the impression that the pile on the side closer to the light source is a lighter shade than the pile on the other side of the join. Carpet seams are never invisible, but they should be straight, aligned and as flat as possible. It is recommended that they are installed away from any light source. Seam peaking is not considered a manufacturing defect.

NATURAL COMFORT

For body & soul

Missing / Damaged / Sprouted Tufts

Missing or damaged tufts in new carpets can occur and should be replaced by hand sewing. It is recommended that the missing tufts or small areas of tuft damage are repaired by an experienced technician or through professional repair. This can be arranged through your retailer. This issue should not detract from the quality or the durability of the carpet.

Missing/damaged tufts may be produced as a result of normal wear (e.g., due to pets' claws, movement of furniture, etc.), pulling the tuft from the backing. These can also be easily replaced by hand or re-tufting, carried out by a professional.

Sprouting is the release onto the carpet surface of extra-long tuft legs that are trapped within the carpet pile during manufacturing, installation, or use. Sprouts can be carefully trimmed with napping shears/scissors without damaging the carpet.

Shedding

Shedding is the term used to describe the release of very short fibres that are collected at the surface of the carpet. It is very common in cut pile carpets (particularly spun yarn products) and is naturally occurring on wool carpets.
Yarns spun from staple fibres (e.g., many woollen yarns) consist of short fibres that are twisted together to form the yarn. This is in comparison to BCF (Bulk Continuous Filament) yarns which are produced with one long filament (thread), resulting in continuous bundles of yarn that are less prone to shedding loose fibres.

Many of the short fibres in staple yarns are not bound at the back of the carpet; they then work their way to the surface, often leaving areas of fuzz on the face of the carpet. Shedding is activated by foot-traffic and vacuuming. It is only observed on new carpets. Shedding settles with time and regular cleaning with a soft brush vacuum cleaner.

Colour Variation

Installed carpet will show a colour variation from the in-store sample. We recommend, where possible, that all the carpet in your home is from the same dye-lot / production to avoid batch to batch colour variations.

Fading, Delamination & Bubbling/Rippling

Carpets are a textile product and will experience colour loss over time when exposed to direct sunlight. Extensive and intensive exposure to direct sunlight could lead to the breakdown of the latex, causing carpet delamination or bubbling/rippling in an extreme case. Some wool carpets will also undergo a rapid lightening/brightening upon initial exposure to any light source over the first few weeks after installation. This is an inherent phenomenon referred to as 'first fade'.

The use of curtains, blinds, shades, and other window coverings is recommended to protect your carpet from prolonged exposure to direct sunlight, particularly on North or West-facing glass doors or floor-to-ceiling windows. Moving furniture around regularly, when possible, will also help to expose all areas evenly. Some household cleaning agents, heating fuels, air conditioners, pesticides, etc. could emit ozone and discolour synthetic carpets. Care should be taken when using these chemicals.

Odour Emissions from New Carpets

This is very common in new carpets. The so called 'new carpet smell' will lessen provided that good ventilation is provided to the room of installation (e.g., open windows and doors).

Stairs

Carpets will naturally be worn faster on stairs, particularly at the lower end, due to repetitive localised pressure. Victoria Carpets synthetic carpets are suitable for stairs, but this does not deter any wear or appearance retention.

Roll Pressure Marks

Roll pressure marks is a temporary flattening of the carpet pile, often in strips and most likely to occur with plush pile carpets. It causes distortion in the perceived carpet's colour, texture, and pile height. These marks are caused by the weight of the carpet pressing down the layers underneath or when two rolls are rolled at different tension and lay next to each other. This is not a manufacturing defect. It will disappear gradually with regular vacuuming and general traffic.

Prevention is the best solution.

- Protect your carpet from sunlight, to avoid fading or even breakdown of the carpet
- Move your furniture regularly (lifting it or by using sliders) to avoid uneven fading, as well as permanent marks (due to the weight of the furniture)
- Regularly vacuum with the recommended vacuum cleaners for each carpet type and construction
- If soiled or stained, clean the carpet as soon as possible to guarantee a successful cleaning
- Always lay carpet on new, good quality underlay to maximise comfort and resilience, and extend the life of the carpet.
- Always have trained professional tradespeople installing your carpet according to the Australian and New Zealand standard AS/NZS-2455

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VICTORIA CARPETS®

Established 1895

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MANUFACTURED IN AUSTRALIA

MADE FROM NEW ZEALAND WOOL